

## WARREN COUNTY BOARD OF SUPERVISORS

**COMMITTEE: TOURISM**

**DATE: DECEMBER 5, 2011**

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**COMMITTEE MEMBERS PRESENT:**

SUPERVISORS MERLINO  
KENNY  
STRAINER  
GOODSPEED  
MCCOY  
CONOVER

**OTHERS PRESENT:**

REPRESENTING THE TOURISM DEPARTMENT:

KATE JOHNSON, DIRECTOR  
PETER GIRARD, CREATIVE DIRECTOR  
DANIEL G. STEC, CHAIRMAN OF THE BOARD OF SUPERVISORS  
PAUL DUSEK, COUNTY ADMINISTRATOR  
JOAN SADY, CLERK OF THE BOARD  
SUPERVISOR TAYLOR

**COMMITTEE MEMBER ABSENT:**

SUPERVISOR BELDEN

TOM CONNORS, AD WORKSHOP  
MIKE CONSUELO, SPECIAL EVENTS COORDINATOR, LAKE GEORGE REGIONAL  
CONVENTION & VISITORS BUREAU  
KEVIN ROSA, LAKE GEORGE REGIONAL CHAMBER OF COMMERCE  
JANICE FOX, LAKE GEORGE REGIONAL CHAMBER OF COMMERCE  
MICHAEL JANICKE, LAKE GEORGE REGIONAL CHAMBER OF COMMERCE  
DAVID BULMER, GORE MOUNTAIN REGIONAL CHAMBER OF COMMERCE  
ROBERT BLAIS, MAYOR OF THE VILLAGE OF LAKE GEORGE  
FRED AUSTIN, FORT WILLIAM HENRY RESORT  
BLAKE JONES, *THE POST STAR*  
THOM RANDALL, *ADIRONDACK JOURNAL*  
TONY HALL, *LAKE GEORGE MIRROR*  
CHARLENE DiRESTA, SR. LEGISLATIVE OFFICE SPECIALIST

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Mr. Merlino called the meeting of the Tourism Committee to order at 10:00 a.m.

Motion was made by Mr. McCoy, seconded by Mr. Conover and carried unanimously to approve the minutes of the previous Committee meeting, subject to correction by the Clerk of the Board.

Privilege of the floor was extended to Kate Johnson, Tourism Director, who distributed copies of the agenda to the Committee members; *a copy of the agenda is on file with the minutes.*

Commencing the agenda review, Ms. Johnson requested to amend Resolution No. 791 of 2010, which authorized attendance at 2011 in-state and out-of-state consumer shows by Tourism Department personnel and County Supervisors, in order to add the Ski Show in Meadowlands, New Jersey on December 6-10, 2011.

Motion was made by Mr. McCoy, seconded by Mr. Kenny and carried unanimously to amend Resolution No. 791 of 2010 as outlined above. *A copy of the resolution request form is on file with the minutes and the necessary resolution was authorized for the December 16, 2011 Board meeting.*

Ms. Johnson presented the following annual resolution requests:

- ▶ to authorize attendance at 2012 in-state and out-of-state consumer shows by Tourism Department personnel and County Supervisors;
- ▶ to authorize attendance at 2012 in-state, out-of-state and Canadian Motorcoach trade shows/sales blitz/marketplaces by Tourism Department personnel and County Supervisors;
- ▶ authorizing the Director of Tourism to utilize models for photography and video with a \$50 stipend to each model for services, in an amount not to exceed \$200;

- ▶ authorizing an agreement with Smith Travel Research, Inc. to provide hotel occupancy and rate data to Warren County for a term commencing January 1, 2012 and terminating December 31, 2012, at a cost of \$1,925; and
- ▶ authorizing agreement with Adirondack Regional Tourism Council, Inc. for regional marketing services for a term commencing January 1, 2012 and terminating December 31, 2012, in an amount not to exceed \$128,000.

Motion was made by Mr. Conover, seconded by Mr. McCoy and carried unanimously to approve the five requests as presented. *Copies of the resolution request forms are on file with the minutes and the necessary resolutions were authorized for the December 16, 2011 Board meeting.*

Mr. Merlino stated the next item on the agenda was a discussion pertaining to the continuation or termination of the contract between Warren County and the LGRCC & CVB (Lake George Regional Chamber of Commerce & Convention & Visitor Bureau) pertaining to the services of the Special Events Coordinator. Mr. Merlino said he would like to recuse himself as Chairman of the Committee during this discussion in order to participate; therefore, he requested Mr. Taylor to act as a Moderator for this portion of the Committee meeting.

Mr. Merlino apprised he had received approximately 15 letters from business people in Lake George supporting renewal of the Special Events Coordinator contract. He referred to the LGRCC & CVB Monthly Activity Report, which he said detailed the definite and tentative leads generated by Michael Consuelo, Special Events Coordinator for the LGRCC & CVB, from June 3, 2009 through November 30, 2011; *a copy of the Monthly Activity Report is on file with the minutes.* He pointed out the economic impact of the events from September 2009 through November 2011 totaled \$269,554. In order to estimate the occupancy tax generated, he continued, he had multiplied the economic impact by 4% for a total of \$10,782. He added the same formula was used to determine an estimate of sales tax (7%) for a total of \$18,862. Mr. Merlino commented an estimated \$29,644 was generated from occupancy tax and sales tax as a result of the leads generated by the Special Events Coordinator. He stated the estimated potential economic impact of the definite and tentative leads listed for 2012 events totaled \$993,750 and using the same formula he estimated the occupancy tax and sales tax revenues would be approximately \$109,312. He advised Warren County had allocated \$134,839 to the LGRCC & CVB for the Special Events Coordinator position for 2009 through 2011 and based on his estimates the amount of occupancy tax and sales tax revenue from 2009 through 2012 would total approximately \$138,956. He opined the amount of tax revenue exceeded the cost of the contract. Mr. Kenny pointed out the potential economic impact for 2012 had been included but not the cost of the contract for 2012 and Mr. Merlino replied he had not included the cost of the contract, as the funds had not been expended yet. Mr. Kenny countered that the occupancy tax and sales tax had not been generated for 2012, yet it had been included in the calculations. He opined the cost of the contract for 2012 should also be included in the calculations.

Mr. Merlino reiterated the total amount paid for the Special Events Coordinator contract from 2009 through 2011 was \$134,839. He said that in the last four years, the County had allocated occupancy tax funding to the following:

- ▶ to the City of Glens Falls for the Glens Falls Civic Center and Jimmer Fredette commercial in the amount of \$485,000;
- ▶ to the Lake George Visitor's Center in the amount of \$117,000;
- ▶ towards the eradication of the Asian Clam in Lake George in the amount of \$130,000; and
- ▶ towards the former Gaslight Village property for the Festival Space in the amount of \$15,000.

Mr. Merlino stated he had voted for and was in support of the previously mentioned allocations of occupancy tax funds; however, he added, there was no way to calculate if any occupancy tax or

sales tax revenues were generated as a result of those allocations. He recommended the County continue the contract with the LGRCC & CVB for the Special Events Coordinator position for an additional one year period. He noted the possible need to make amendments to the contract. He commented on the possibility of Mr. Consuelo being appointed as the Executive Director of the LGRCC and he stated the Board would appreciate being included in the interview process for selecting a new Special Events Coordinator.

Motion was made by Mr. Merlino and seconded by Mr. McCoy to continue the contract with the Lake George Regional Chamber of Commerce & CVB for the Special Events Coordinator position for an additional one year period.

Chairman Stec entered the meeting at 10:10 a.m.

Mr. Kenny asked Mr. Consuelo to list the shows he had attended in 2011 on behalf of the County. Mr. Consuelo listed the following:

- the Rejuvenate Marketplace 2011;
- the Meeting Professionals International (MPI) Convention; and
- monthly meetings of the Empire State Society of Association Executives (ESSAE), Meeting Professionals International of Northeastern New York (MPINENY), and New York Society of Association Executives (NYSAE).

Mr. Consuelo said he had also attended camping shows which he planned to attend in 2012, as well and he noted the Rejuvenate Marketplace was held annually. Mr. Kenny asked Mr. Consuelo which venues he had booked outside of Lake George and Mr. Consuelo replied none. Mr. Kenny asked Mr. Consuelo if he felt it was part of his job to book venues other than those located in Lake George and Mr. Consuelo replied affirmatively; however, he pointed out that he also needed to be conscious of the fact that event organizers selected Lake George based on the number of hotels and the amenities available. He added he had mentioned the others communities in Warren County during every sales call; however, he added, other than Bolton Landing, the necessary facilities for most groups were only available in Lake George. Mr. Kenny mentioned the Glens Falls Civic Center and the Adirondack Sports Complex (The Dome) as possible venues. Pertaining to the Adirondack Sports Complex, Mr. Consuelo responded he had lent assistance with accommodations but had been unable to book new events for the venue. Concerning the Glens Falls Civic Center, Mr. Consuelo replied that unfortunately the event organizers he had dealt with did not recognize this venue as a convention center. He noted he had a site visit scheduled at Silver Bay next week and although Warren County would not generate occupancy tax revenues from the event, he hoped the Town of Hague would generate some business.

Mr. Kenny suggested utilizing Tanya Brand, Group Tour Promoter for Tourism, as a sales coordinator and increasing her salary by \$5,000 to compensate for the additional duties, as well as increasing the travel budget by \$20,000, thus saving the County \$30,000. Mr. Goodspeed questioned the status of the vacant Executive Director position at the LGRCC.

Kevin Rosa, President of the LGRCC, apprised that Mr. Consuelo was currently the Interim Executive Director of the LGRCC. He noted Mr. Consuelo had been the Special Events Coordinator for the past two years and if the decision was made to appoint Mr. Consuelo as Executive Director, the LGRCC would begin interviewing to fill the vacant Special Events Coordinator position. He commented there would be no issue with including the Board of Supervisors in the interview process. Mr. Rosa referred to an IRS (Internal Revenue Service) Convention that Mr. Consuelo had booked for the Wingate by Wyndham in Lake George which had generated approximately \$25,000 in occupancy tax revenue. He said the Wingate would not have had the opportunity to host the Convention if Mr. Consuelo had

not advocated for them as part of his job function as Special Events Coordinator. Mr. Rosa stated the LGRCC would most likely appoint Mr. Consuelo as the Executive Director but the decision had not yet been made. He added the appointment would require the LGRCC to fill the vacant position of Special Events Coordinator. Mr. Goodspeed asked if it would be possible for Mr. Consuelo to hold both positions or if that presented a conflict of interest. Mr. Rosa replied that if Mr. Consuelo was appointed as Executive Director, one of his roles would be to manage the Special Events Coordinator position. Mr. Goodspeed asked what Mr. Consuelo's current title was and Mr. Rosa replied Interim Executive Director/Special Events Coordinator. Mr. Goodspeed asked Mr. Rosa if he saw it as a conflict of interest with Mr. Consuelo representing the LGRCC as Executive Director and representing Warren County as Special Events Coordinator and Mr. Rosa replied in the negative. Mr. Goodspeed inquired if Mr. Rosa could understand how a resident of North Creek or Bolton might see a conflict of interest. Mr. Rosa stated he was Director of Sales and Marketing for the Sagamore Resort but he promoted everything in Warren County from North Creek to Glens Falls.

Discussion ensued.

Mr. Consuelo admitted the majority of the business generated was in Lake George but he pointed out that every attendee who came to a convention held in Lake George, was a potential future tourist of Warren County. He added the LGRCC & CVB promoted the entire County to those attendees during their stay. He pointed out that he sent leads to places, such as the Queensbury Hotel or The Copperfield Inn in North Creek but the decision on which location was selected was made by the event organizers.

Janice Fox, former Vice President of the LGRCC, noted that she was the Vice President at the onset of the Special Events Coordinator position. She pointed out that many event organizers specifically request information on Lake George. She stated the LGRCC Board was comprised of 13 industry experts and she felt better dialog needed to be encouraged. She pointed out the contract between the County and the LGRCC & CVB was for \$55,000 which she said was not a sufficient amount to accomplish everything they wanted.

Mr. Merlino commented Warren County was at a disadvantage in that they did not have a convention center. He said he felt Ms. Brand would be unsuitable as a sales promoter as it dealt more with the private sector than her current duties. Mr. Kenny apprised the County could work more efficiently and effectively and would have better control of the position if Ms. Brand's services were utilized. He said Mr. Consuelo had a conflict of interest whether or not it was intentional and pointed out in the last three years, Mr. Consuelo had exclusively booked LGRCC businesses as venues. He opined it was not the role of the County to subsidize the LGRCC, as they were neither the only nor the largest Chamber.

Brief discussion ensued.

Robert Blais, Mayor of the Village of Lake George, said he supported the Special Events Coordinator position, the contract with the LGRCC & CVB and Mr. Consuelo. He opined this was not an adequate time to make significant changes while the construction of the Festival Space was ongoing. He apprised that once the Festival Space was completed, the Special Events Coordinator would have a very marketable location to offer to event organizers. Studies on tourism completed in the past, he continued, had outlined the lack of a convention center in the County as a negative feature. He commented that event organizers who contacted the Village for assistance were referred to Mr. Consuelo. He added they were already working with several groups who wanted to hold events in the Festival Space. He pointed out although the Six Flags Great Escape Theme Park was located in

the Town of Queensbury, they advertised it as being located in Lake George. He noted there was a strategic reason they did so. He encouraged the Committee to vote in favor of the motion and renew the contract for an additional year.

Mr. Strainer stated the businesses in the Town of Queensbury which had contacted him regarding this issue were in favor of renewing the contract. Pertaining to the Glens Falls Civic Center, he said it was constructed to be a sports arena and not a convention center and therefore, did not meet the needs of most groups. He admitted the lack of a convention center made it difficult to promote venues outside of Lake George and he noted large groups preferred convention centers located within a hotel. Mr. Strainer pointed out The Sagamore Resort, like many large hotels, had a Sales and Marketing Director, as well as a corporate office to assist in sales. Mr. Strainer said he was in favor of Ms. Brand taking on additional sales duties; however, he added, event organizers wanted a contact person available during their event and Mr. Consuelo had filled that role. He opined the reason the majority of the events were held in Lake George was because the majority of the hotels were in Lake George and Queensbury.

David Bulmer, Gore Mountain Regional Chamber of Commerce (GMRCC), apprised the GMRCC Board was in unanimous support of renewing the contract with the LGRCC & CVB for the Special Events Coordinator. He said the GMRCC was understanding of the fact that the majority of the hotels were located in Lake George but he added there had been a lot of collaboration with Mr. Consuelo to schedule site tours in the Gore Mountain Region. Mr. Bulmer mentioned he was the Local Race Director for the Centurion Cycling event and Mr. Consuelo was the point person. He added one of the main reasons Lake George had been selected as a future location was the cooperation the event organizers had received in establishing the event here. He stated the Centurion Cycling event would be a Countywide event and efforts were being made to develop festivals in the communities during the event.

Mr. Goodspeed commented that Mr. Bulmer was involved with a Canadian group of several hundred skiers who visited Gore Mountain Ski Resort annually and they filled every hotel room in Johnsburg, Chestertown and parts of Bolton Landing for a six-day period. He advised the Saratoga North Creek Railway (SNCRR) operated a train that allowed New York City residents to board at Penn Station and arrive in Warren County in a few hours. He requested Mr. Consuelo to contact Iowa Pacific in order to determine ways to better market the SNCRR. He said he would like to see the Special Events Coordinator position work more closely with the railroad, ski and whitewater rafting industries.

Mr. Taylor called the question and the motion was carried by majority vote to renew the contract with the Lake George Regional Chamber of Commerce & CVB for the Special Events Coordinator position for an additional one year period, with Mr. Kenny voting in opposition.

Mr. Taylor relinquished his role as Moderator and Mr. Merlino resumed the Chair for the remainder of the Committee meeting.

Ms. Johnson noted she would discuss the renewal of the contract with the Purchasing Department in order to complete the necessary paperwork before the end of the year. Mr. Merlino asked if the funds were budgeted and Ms. Johnson replied affirmatively and added the contract had the option to renew for three additional years. Mr. Kenny encouraged the Committee to set sales goals for the Special Events Coordinator position as part of the contract. Mr. Merlino said he would meet with Mr. Consuelo and the LGRCC & CVB to discuss the renewal details.

Continuing with the agenda review, Ms. Johnson advised the annual Summer Conversion Survey had recently been concluded and she noted 4,494 surveys had been sent to people who downloaded the

Summer Savings Coupons and 301 surveys had been completed. She distributed copies of the Summer Conversion Survey 2011 to the Committee members and reviewed some of the questions and answers; *a copy of same is on file with the minutes*. Mr. Kenny suggested the survey be completed in August, as opposed to October and Ms. Johnson responded the reason the survey was completed in October was because the Summer Savings Coupons were valid from May 1<sup>st</sup> through October 10<sup>th</sup>, Columbus Day.

Ms. Johnson distributed copies of The Economic Impact of Tourism in New York to the Committee members; *a copy of same is on file with the minutes*. She said the study was provided to each of the eleven New York State Tourism Regions and each County within those regions by Empire State Development. She reviewed some of the information with the Committee members and noted Warren County represented 42% of the Adirondack Region's tourism sales with \$487 million in direct tourism spending.

Ms. Johnson mentioned the Winter Mid-Week Lodging Program which was intended to encourage mid-week stays during the Winter season. She listed the six participating properties, as follows: The Copperfield Inn in North Creek; Friends Lake Inn in Chestertown; Clarion Inn & Suites in Lake George; Six Flags Great Escape Lodge & Indoor Water Park in Queensbury; and The Fern Lodge in Chestertown. She said an email blast pertaining to the Mid-Week Lodging Program would be released on December 7, 2011.

Ms. Johnson referred to the Warren County Tourism Department Blast Timeline 2012 which was included in the agenda packet and said all of the email blasts currently scheduled for 2012 were listed with the release dates, the themes and the participating businesses. She stated that a survey completed by Mr. Kenny on area events and lodging had determined the hotels needed an increase in business during the third and fourth weeks of May and June and the fourth week of August. She said lodging packages and getaways were strategically placed in email blasts prior to those dates.

Ms. Johnson stated there were twenty locations on the New Jersey Transit Rail System where the Winter Poster would be placed during the month of January of 2012. She said the outside back cover of a DVD produced by Welcome New York contained the Winter ad which included the logos for Gore Mountain, Hickory Hill and West Mountain Ski Resorts, as well as the logo for SNCR and the Warren County Tourism Department QR Code. She reminded the Committee the QR Code allowed smart phones users to access the Winter Landing Page on the Warren County Tourism Website. She explained the DVD contained Winter videos of New York State and was free of charge at three Metro New York Ski Barn locations and on the New York State Thruway. Ms. Johnson reported that three New York State Thruway Rest Area locations kiosks, Sloatsburg, New Baltimore and Plattekill, would have a static advertisement next to a video screen which would continuously play the Warren County Tourism Department Winter Video. She noted the static ad for the kiosks included the four logos previously mentioned and the QR Code. Peter Girard, Creative Director, displayed the New Jersey Transit Poster, the Winter ad for the DVD and the static ad for the New York State Thruway kiosks for the Committee members; *copies of which are on file with the minutes*. Mr. Goodspeed thanked Ms. Johnson and the Tourism Department for including the logos on the advertisements.

Ms. Johnson reported that a postcard had been produced which informed of the availability of the 2012 Travel Guide which could be downloaded at VisitLakeGeorge.com or via phone order at 800-365-1050 x354; *a copy of the postcard is on file with the minutes*. She said the postcard would be sent to people who had requested information in the past or would be used in circumstances where it would not be appropriate to mail the Travel Guide. Ms. Johnson informed that the New York State Matching Funds Award would be decreased by an estimated 28% for a total of \$56,597. She announced the Eastern Ski Writers Conference would be held this weekend and would be hosted by

Gore Mountain Ski Resort. She added the Tourism Department had been invited to exhibit and Ms. Brand would set up a table at The Copperfield Inn on Friday evening, December 16, 2011. She informed of an article in the *Montreal Gazette* pertaining to North Creek and the Gore Mountain Ski area; *a copy of the article is on file with the minutes*. She commented the Military Officer's Association of America had inquired about information on destinations featuring military discounts. She said Ms. Brand had garnered an article entitled "Attention Rail Enthusiasts" in a group tour magazine titled *Package Travel Insider*. She added the article highlighted the SNCRR and contained contact information for Warren County Tourism and SNCRR. Ms. Johnson commented the Tourism Department's Occupancy Tax Survey would be sent to area lodging properties, camping facilities and attractions the first week of January 2012. As an incentive to respond, she continued, recipients of the Survey were offered a chance to win a free 1/3 page advertisement in the 2013 Travel Guide, a value of \$1,100.

Ms. Johnson announced Ms. Brand had been unable to attend the Committee meeting due to attendance at the National Tour Association Conference.

Ms. Johnson stated that Mr. Girard would display the revamped VisitLakeGeorge.com website resultant to the new Drupal website program. She said the conversion to a Drupal website had been a year long project and she commended Mr. Girard on his devotion to the project and his collaboration with L&P Media in initiating the new website.

Mr. Girard displayed the Winter Giveaway email blast released on November 16, 2011 for the Committee members; *a copy of which is on file with the minutes*. He said the email blast had been sent to 127,003 recipients and was opened by 12,762 in the first three days. He added the email blast participants had been The Copperfield Inn, Gore Mountain Ski Resort and Adirondack Winery and he noted the participants logos were included in the email blasts with links to their websites. Mr. Girard displayed the November edition of the Quarterly News Bulletin for the Committee members and he said it had been sent to 779 recipients and was viewed by 370 people in the first three days; *a copy of same is on file with the minutes*. He noted the QR Code had been included on the News Bulletin to access the Winter Video. Mr. Girard displayed the Whitewater Rafting Brochure to the Committee members and noted it was currently in production.

Mr. Girard displayed the new VisitLakeGeorge.com website and noted it had been launched on Tuesday, November 29, 2011. He advised the new Drupal format allowed the Tourism Department to manage website content in-house and he demonstrated the ease of use for the Committee members.

Mr. Goodspeed exited the meeting at 11:12 a.m.

Mr. Girard played the Fall and Winter Television Commercials for the Committee members. He announced the video created for display on the video screens at the Glens Falls Civic Center was now available on the home page of the VisitLakeGeorge.com website. Ms. Johnson interjected the video was also given to Gore Mountain Ski Resort and the Gore Mountain Chamber of Commerce.

Tom Connors, of Ad Workshop, displayed a map of the broadcast area for the television commercials to the Committee members and noted the broadcast area reached 7,300,000 households; *a copy of the map is on file with the minutes*. He displayed Summer and Fall advertisements which were accessible on the cable company websites; *copies of same are on file with the minutes*. He displayed the application form for a free travel pack available at LakeGeorgeNY.com; *a copy of same is on file with the minutes*. Mr. Girard explained the LakeGeorgeNY.com website was established in order to track the number of visitors who were directed to the website by viewing a television commercial.

Mr. Connors reviewed the television and interactive response levels from 2009 to present with the Committee members and noted a significant decrease in the response level for three weeks following Hurricane Irene. Mr. Connors reviewed specific information resultant of the Lakes Region Fishing episodes filmed in Lake George. He noted the 30 minute Lake George episodes had aired in excess of 30 times.

Mr. Consuelo reviewed the LGRCC & CVB Monthly Activity Report with the Committee members; *a copy of same is on file with the minutes*. He reiterated that he had attended the Rejuvenate Marketplace 2011 and announced a representative of the Church of God Feast of Tabernacles would visit the area next week to view potential sites for a Fall of 2013 eight-night stay for in excess of 300 people. He added he had obtained several promising leads from attending the Rejuvenate Marketplace. He noted all of the leads obtained were sent to every hotel in Warren County that met the needs of the event planner. He stated the United States Cheerleading Competition had been held at the Great Escape Lodge in 2011 and would be returning for 2012. He announced the American Cryptogram Association had chosen to hold their May 2012 convention at the Wingate by Wyndham.

Mr. Merlino said the next item on the agenda was a report from the Warren County Council of Chambers. Mr. Bulmer reported last month's Council of Chambers meeting had been a delegates meeting where business items were discussed. He announced the next Dinner Meeting would be December 6, 2011 at the Great Escape Lodge, hosted by the Lake George Regional Chamber of Commerce. It would be the Holiday Dinner meeting, he continued, and the keynote speaker would be Senator Little.

Mr. Conover provided a report on local tourism for the Town of Bolton and said it had been a good summer, despite Hurricane Irene. He advised the Glens Falls Transit Trolley schedule between Lake George and Bolton had been modified for the Summer which had been successful. He added the new schedule was every two hours from 9:00 a.m. to 9:00 p.m. He advised of plans to construct restroom facilities at Rogers Park. He reported the Friday morning Farmer's Market had been successful this Summer and noted the re-scheduling of the Craft Fair to Memorial Day Weekend had also proved successful. He informed of a French and Indian War Encampment to be held in June 2012. He mentioned a festival which had been held at Veterans' Park during Americade Weekend and noted the weather had been an obstacle. He apprised of upcoming improvements to The Sagamore Resort.

Mr. Kenny noted the Smith Travel Report indicated an increase in occupancy tax of 1-6% which he attributed to the work of the Warren County Tourism Department, Mr. Consuelo and the hoteliers. Mr. Merlino thanked Messrs. Belden, Goodspeed and McCoy for being members of the Tourism Committee and said their participation would be missed in the future.

As there was no further business to come before the Tourism Committee, on motion made by Mr. Conover and seconded by Mr. McCoy, Mr. Merlino adjourned the meeting at 11:33 a.m.

Respectfully submitted,  
Charlene DiResta, Sr. Legislative Office Specialist